

medicardwater





## **ROCAWEAR DEFINES URBAN FASHION**

- Jay-Z creates culture, in music and in fashion. Rocawear is a way of life.

Launched in 1999 off the success of multi-platinum artist Jay-Z, Rocawear quickly staked its claim in hip-hop history by becoming the brand of choice for street savvy consumers.

- Rocawear currently does a powerful retail business totaling over \$700 million
- Rocawear continually reinvents the pulse, as it defines the lifestyle for today's young, hip consumer

over 100 million people worldwide, primarily through the ROC music presence representing artists such as

**Jay-Z**

**Kanye West**

**Rhianna**

**Mariah Carey**

**The Killers**





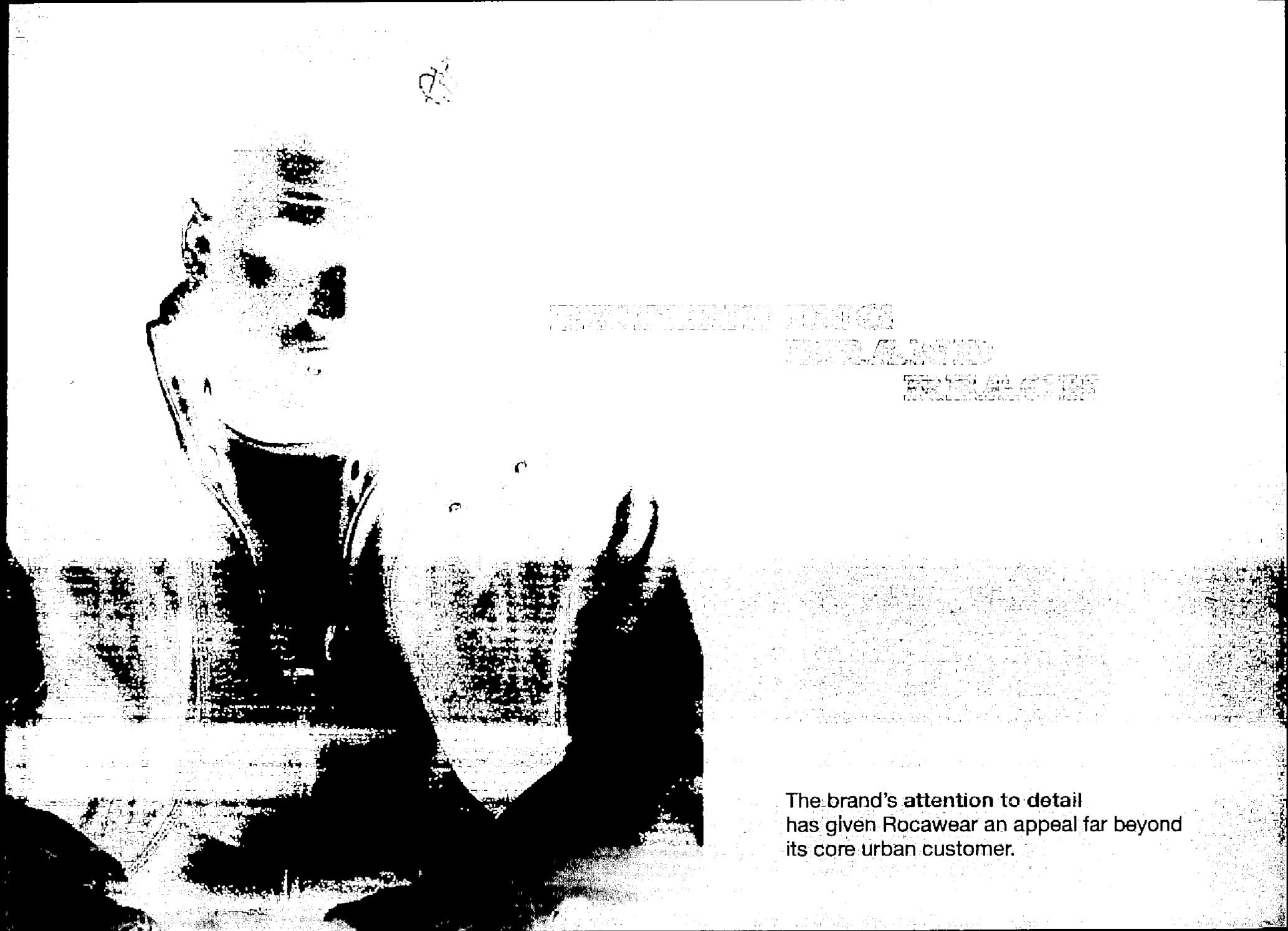
THE  
CARTE  
**ADMINISTRATION**

Rocawear is able to effectively market the urban lifestyle to consumers thanks to the synergy between the numerous entertainment, music and fashion brands and philanthropies established by Jay-Z.



- Multi-ethnic
- From urban settings
- Influenced by music, lyrics, artists and what they wear
- 12-30 years of age

Jay-Z's Influence continues to shift the age profile of the customer toward 20-30.



The brand's attention to detail has given Rocawear an appeal far beyond its core urban customer.

1. **प्राणोऽप्यनुप्राणः** अप्यनुप्राणः अप्यनुप्राणः ॥  
2. **प्राणोऽप्यनुप्राणः** अप्यनुप्राणः अप्यनुप्राणः ॥  
3. **प्राणोऽप्यनुप्राणः** अप्यनुप्राणः अप्यनुप्राणः ॥

The Rocawear family of products is  
certified by the **green seal**.

卷之三

Men's  
Women's  
Children's  
Big and Tall  
Intimates  
Loungewear

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Footwear  
Handbags  
Backpacks  
Belts  
Jewelry  
Watches  
Sunglasses  
Optical  
Headwear  
Socks





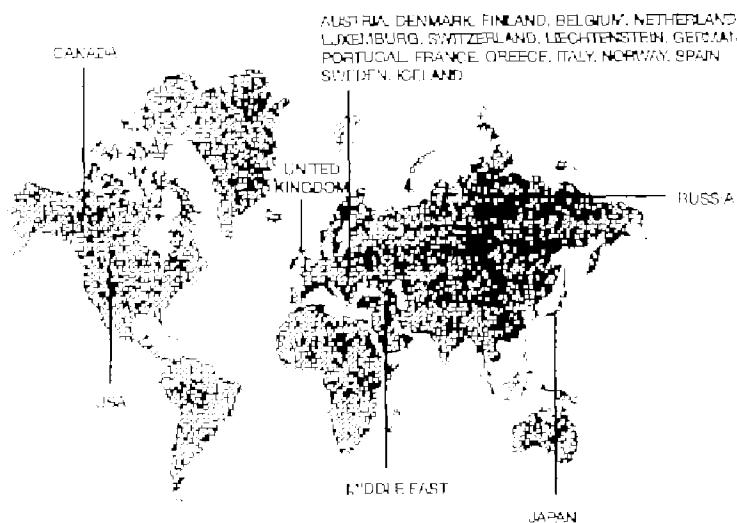
Rocawear retail saturation represents over 3 million square feet in over 2,500 doors.

## Department Stores

Macy's  
Dillard's  
Belk  
Bon Ton  
Carson Pirie Scott

### Specialty Stores

Demo  
Jimmy Jazz  
Dr. Jays  
Up Against the Wall  
Levtran



International business markets

Canada  
Europe  
Japan  
United Kingdom  
Russia  
Korea  
Middle East

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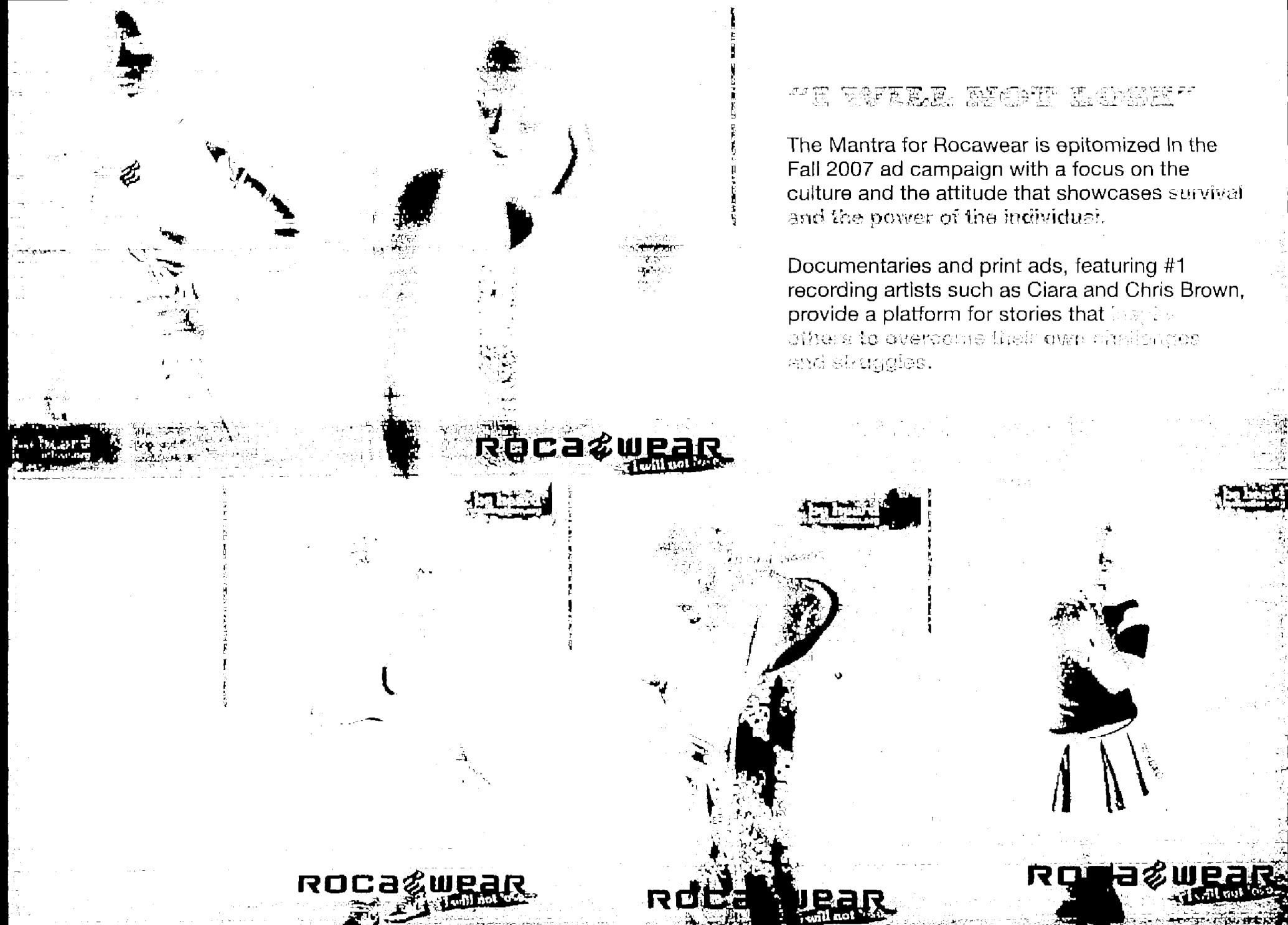
Middle East

THE ROCAWEAR MARKETING MACHINE  
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IN THE ENTERTAINMENT BUSINESS.

The Rocawear marketing machine remains one of the most identifiable in the entertainment business.

The power of the Rocawear brand is communicated through different methods to constantly engage the customer.

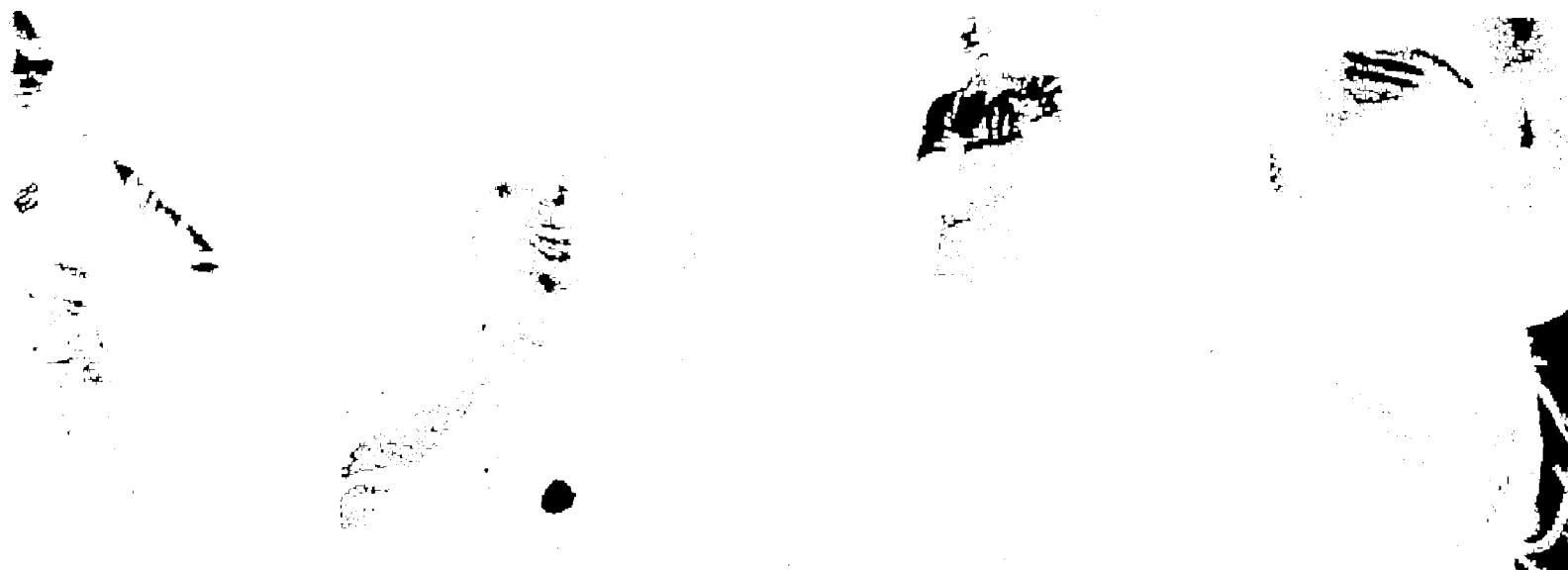
- Sponsorships
- Events
- Celebrity Gifting
- Product Placement
- Giveaways
- Life-style Tie-ins



## THE MANTRA: ROCAWEAR

The Mantra for Rocawear is epitomized in the Fall 2007 ad campaign with a focus on the culture and the attitude that showcases survival and the power of the individual.

Documentaries and print ads, featuring #1 recording artists such as Ciara and Chris Brown, provide a platform for stories that inspire others to overcome their own challenges and struggles.



ROCAWEAR PRINT & ONLINE CAMPAIGNS

## Print

Multi-million dollar campaigns are placed annually in high-impact publications.

### U.S.

GQ  
Vanity Fair  
Vogue  
Instyle  
Teen Vogue  
Elle  
Essence

W  
Vibe  
Details  
Seventeen  
Cookie  
Complex

### EUROPE

Bounce  
Groove  
Actionspeax

### JAPAN

Woofin  
Luire  
411  
Source Japan

## Online

youtube.com, myspace.com, black planet.com, allhiphop.com and sohh.com

## Outdoor

Rocawear currently owns annual contracts for billboards in major U.S. cities.







For more information about:

Candie's, Bongo, Badgley Mischka, Joe Boxer, Mudd, Rampage, London Fog, Mossimo, OP, Danskin and Rocawear  
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